



Kevin "KD" Dorsey's The "Did I" Checklist Manifesto

Want to get to President's Club, but not sure how?

Thing of the past, my friend, because this checklist manifesto from Kevin "KD" Dorsey gives you the way forward - one checked box at a time.

KD is an all-star sales leadership coach who has pulled in monster results leading sales teams for major brands all across the country.

He used his experience to put together a checklist that reps and managers can use to make sure they're doing the right things every day that'll get them to where they want to be: the top.

No guesswork. No indecision. No stress. Just simple steps anyone can follow.



Here's How to Use It:

- Fill this out once per week, every week
- Review with your manager once per month
- Commit to using it for 90 days

The path to President's Club has never been so clear. The more boxes you check, the closer you'll get. If there is a box left unchecked, there is a chance that you left money on the table. So dive in and check these boxes. See you in the Club.

Like what you saw from KD here? Follow him on [LinkedIn](#) and check out [KD's Sales Leadership Accelerator](#) course whether you're looking to become an elite seller or sales leader!

DID I PRACTICE SELF-CARE?

Happiness doesn't come from a paycheck, happiness is something we create internally, and we also help foster it by taking care of ourselves.

Category	Rep Reflection
Did I take time to express gratitude daily? *Take time to express gratitude for the things you have and the small things that bring you joy.	
Did I get up and move/exercise regularly? *Get up, get out, get moving!	
Did I get good enough and restful sleep? *Find ways to make sure you are getting enough sleep.	
Did I intentionally do things that bring me joy? *Unplug on a regular basis and do something that makes you happy.	
Did I take care of my mental health (meditation, journaling, art)? *Journaling, meditation, music, etc. are great ways to lower stress.	

PLANNING FOR SUCCESS

Set measurable goals that you can look at and say “yes I achieved that” or “I didn’t achieve it but I became better for it”. That’s where planning comes in, so set your goals, set your days, and succeed!

Category	Rep Reflection
<p>Did I establish clear and measurable goals for the month, both in-process and product?</p> <p>*Write your goals for the 90 days and the process needed to achieve them.</p>	
<p>Did I write out my 3x3 and meet them every day, week, month?</p> <p>*What are 3 things you can do daily, weekly, and monthly that will lead to success?</p>	
<p>Did I prepare for each day the day before (clearly written out and prepped)?</p> <p>*Block 30 minutes and plan out the next day.</p>	
<p>Did I have call lists/follow-up lists ready for every day?</p> <p>*Have your call list ready with contact info and notes all in one place so you’re ready to go.</p>	
<p>Did I block my calendar for the right activities?</p> <p>*What gets scheduled gets done. Block your calendar for all of your important tasks.</p>	

PIPELINE GENERATION

Did I Prospect the Best Way? Pipeline over Everything (POE). If you're generating pipeline for yourself, you'll be miles ahead of anyone who doesn't.

Category	Rep Reflection
Did I hit my activity? *Activity is in your control and should be prioritized, blocked, and executed every single day.	
Did I work enough leads? *Did you work enough leads in order to get to your goal?	
Did I run all steps in my cadences on time? *The long game pays off. Don't skip steps or end too early. And consistency is key.	
Did I leverage all channels (calls, LinkedIn, direct mail, video, & email)? *Use every channel you can think of with multiple touches.	
Did I personalize messaging properly & email? *Do your messages speak to the problems that the prospect is trying to solve?	

Category	Rep Reflection
<p>Did I properly research and apply that research?</p> <p>*Gather information about the problem you are trying to solve and use in your messaging.</p>	
<p>Did I discover a problem worth them showing up to solve?</p> <p>*Did you put the problem forefront or did you focus on the product?</p>	
<p>Did I score above 80% on my call scores?</p> <p>*Did you score high on your calls? If not, what did you do about it?</p>	
<p>Did I provide any value at all to my prospect?</p> <p>*What did you provide to your prospect that they can actually use? And did you explain how they can use it?</p>	
<p>Did I sound like a real person and nail my tonalities?</p> <p>*Be intentional with your tone, sound like a person that wants to help.</p>	

DID I DEMO/PRESENT THE BEST WAY?

People won't buy if they don't want it, and it is your job to make sure you are doing everything you can along the way to make them want it.

Category	Rep Reflection
<p>Did I get them to state what problem they wanted to solve? *What problem did they AGREE with you that they had?</p>	
<p>Did I align the demo only to that problem? *Focus 80% of your energy on the things that will actually solve the problems they told you they have.</p>	
<p>Did I Educate, Demonstrate, & Get Buy-In on every feature? *Show them why this matters, and how it works, and ask benefit check-ins.</p>	
<p>Did I provide any value at all to my prospect? *Did they agree your product will solve their problem(s)?</p>	
<p>Did I ask for the right next steps (close, DM, etc.) *Did you explain why it benefits the person you're talking with to take those next steps?</p>	

Category	Rep Reflection
<p>Did I score above 80% on my demo scorecards?</p> <p>*Did you score high on your calls? If not, what did you do about it?</p>	
<p>Did I put my prospect's pain/problems before my personal agenda?</p> <p>Did I really want to help?</p> <p>*Were you trying to help them or were you trying to close deals?</p>	
<p>Did I ask "if there was anything I could do to get you started today?/How do we get this done by X" on my demos?</p> <p>*Don't be afraid to ask! This is where you are getting insights from the buyer on how to actually close them.</p>	

DID I FOLLOW UP THE BEST WAY?

You HAVE to continue to sell through the follow-up process. Keep unselling the status quo, and tapping into the emotions and better future for them. And 100% keep it focused on the problems.

Category	Rep Reflection
<p>Did my proposal focus on the problem, not the product?</p> <p>*Double-check every email and proposal you send that it is at least 50% focused on the problems that they agree to.</p>	
<p>Did I leverage video in the follow-up?</p> <p>*Video is big in the follow-up game, pull out the iPhone or record a Zoom call and make it happen.</p>	
<p>Did I get the true DM process and confirmed next steps?</p> <p>*You need to find out who else is involved and what they care about.</p>	
<p>Did I discount properly with deadlines?</p> <p>*Buyers/consumers not only want but expect discounts, so be ready for them and control the narrative.</p>	
<p>Did I ask for the right next steps (close, DM, etc.)</p> <p>*Did you explain why it benefits the person you're talking with to take those next steps?</p>	

DID I GET CREATIVE?

If sales were easy then we could all crush quota each and every month. But it's more than that, you have to get creative and think outside the box to get deals done and meetings on the calendar.

Category	Rep Reflection
<p>Did I do my champion a favor to help move the deal forward? *Anything you can complete for your prospect is huge (draft the proposal, get Q&A ready for finance, etc).</p>	
<p>Did I get at least 3 referrals for each deal I closed/discount I gave/meeting that I attended? *Ask for an intro to other people they may know that could be dealing with the same problems they are.</p>	
<p>Did I pull in my team or managers to help? *Go to your manager proactively if you need it, pull in CS, pull in product, pull in whoever is needed to bring the deal across the line.</p>	
<p>Did I use video, direct mail, LinkedIn, VM, text, etc? *If you're just calling and calling with no avail, switch up the channel!</p>	
<p>Did I add anything on they'd like - wine, swag, tickets, etc.? *Learn about your prospect and the DM, then do clever things to help stay top of mind, have some fun, and bring home more deals!</p>	

DID I IMPROVE?

Are you doing the things necessary to continually get better at your craft? Focus on getting better now, it not only helps you in the now but also in the long run.

Category	Rep Reflection
<p>Did I roleplay with my manager/team/mentor on specific points of improvement?</p> <p>* Did you block time to hone your craft, or did you practice on your prospects live?</p>	
<p>Did I listen to my good calls and bad calls to see what I could learn?</p> <p>*Listen to as many calls/demos as you possibly can, but make sure to score them, not just listen.</p>	
<p>Did I read anything on sales this month?</p> <p>*Did you proactively block time to better yourself, feed your brain a bit, and then actually implement what you learned?</p>	
<p>Did I offer to help/practice with any of my teammates?</p> <p>*Help someone else get better at something you are also trying to get better at.</p>	
<p>Did any of my most important metrics (not revenue) improve this month/quarter?</p> <p>*Identify the key metrics that have the biggest impact, and identify the behaviors/skills that need to be developed in order to improve.</p>	



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